

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Reserve

1.914

H57733

Food Information Series  
United States Department of Agriculture  
Office of Information  
Washington, D. C.

No. 31-a

July 12, 1943

SUBJECT: Radio Outlines on Ration and License Regulations  
Affecting Farm Families

DISTRIBUTION: Food Information Calendar List

USE: Attached are outlines for a series of local radio programs on essential rationing and licensing rules that rural families must observe for effective operation of the food management program. Local field reports reveal that there is widespread confusion and lack of understanding about these regulations, particularly with reference to the selling and rationing of farm produce. It is suggested that Extension editors and county agricultural and home demonstration agents adapt these radio outlines to local conditions and prepare a series of broadcasts on the various points that must be driven home. Note that the last few pages contain program suggestions for different ways of presenting the themes outlined in the first part.

## GENERAL SUGGESTIONS

Local broadcasts on rationing and licensing rules are most likely to get over to farmers the intended information:

1. If the broadcast is restricted to the farm family as producer-seller or to the farm family as consumer without mixture of these two functions. Mixing the functions of selling and buying activities may confuse the listener or fail to register the rules desired. Build each broadcast around specific rules and regulations the farmer needs to know for effective operation.
2. If the producer broadcasts emphasize what the farmer must do before he can legally sell certain rationed farm-produced goods, and if consumer broadcasts emphasize what the farm family must do to buy rationed goods wisely and cooperatively, without complication of other material. Center each broadcast on the essential message you want to convey in terms of specific actions by the farmer.
3. If the broadcast restricts the information to those rationing and licensing regulations that govern a specific activity or special class of farmer (i.e., the operator who slaughters and dresses his own meat for farm family use only). Build each broadcast around a specific type of farmer, or the specific farm activity.
4. If the broadcast treats separately certain commodities (i.e., butter or meat) in which there is evidence of substantial black market operations. For black market commodities, build the broadcast around the one commodity.
5. If the broadcast is fitted to local conditions (1) of the farm situation and (2) of the broadcast program. Build each broadcast around local rural families.

SUBJECTS AND MESSAGES

Following are listed the suggested subjects and messages for each of the local radio broadcasts in this series. It is suggested that each broadcast give the reason "why" for the regulations discussed, that each program be built around the natural questions of farm families in that locality on the specific subject, and that the script style be informal and natural dialog.



SCRIPT No. 1.

Slaughtering Livestock for Home Consumption

Licensing and rationing regulations that apply to the farmer who dresses meat exclusively for farm family home consumption.

Message for Script No. 1

1. You do not need a slaughter permit if you dress your own meat or take your animals to a slaughtering plant provided you do not sell any part of the meat. (FDO 27.)

Why: There is no need for a slaughter permit in these cases, since the farm home supply of meat need not limit the amount of meat that can be made available to the armed forces and to civilians.

2. You are not required to surrender ration stamps to the itinerant butcher who slaughters for you, or to other slaughterers, or to the custom curer, or to other processors for return of your own meat---provided you do not sell any of the meat. (RO 16, Amendments 22, 23.)

Why: As long as you consume the meat in your own family, this is the same as No. 1, above.

3. If your family consumes home farm-produced meat, you are expected to use "self-rationing" (i.e., to restrict your family consumption of red stamp rationed food within the limits allotted to other civilians as a fair share of the limited meat supply). This means that the Government expects you to leave in War Ration Book Two enough red ration stamps to equal the farm-produced food that your family consumes. (RO 16, Amendment 22.)

Why: Self-rationing by farmers who produce their own meat was one of the bases on which the Government figured the civilian share of the restricted meat supply. Self-rationing gives you the share you are entitled to and no more. The one principle that is fair to everybody is: Take no more meat than your fair share.

4. The farmer who feeds his help in a bunkhouse, cook car, or dining room operated away from his home is no longer required to register as an "institutional user," like a hotel or restaurant; he may use rationed food produced on his farm without turning in ration stamps. (GRO-5, Amendment 23 : OPA-2492)

Why: Just as he would if he provided the meals in his own home.

5. Farm people should not turn over to store dealers or butchers extra stamps they do not need or recently expired stamps. Many farm families have a good many left when the stamps go out of date in any one period. The Government asks everybody who has stamps left over to destroy the stamps as soon as they go out of date. (OPA-2538)

Subjects and Messages (Continued)

Why: Recently expired stamps are still good in trade channels for 30 days after they go out of date for consumers. (OPA-T-862) Dealers not abiding by the rules could misuse the stamps to build up stocks of food that they could sell without collecting ration points. This may be a black market source which the farmer will not wish to encourage. Farmers will help prevent black market operations by destroying stamps as soon as they become invalid. This is the only way that each person will get his fair share at a fair price.

Subjects and Messages (Continued)

SCRIPT NO. 2.

Slaughter and Price Rules for Sale of Meat

Licensing regulations for the farmer who produces rationed meat for sale, and who lives on the farm where the meat is produced.

Message for Script No. 2

1. You are subject to the slaughtering license regulations, and you must obtain a slaughtering permit from your County War Board. This board assigns a permit number to you for sale of meat, and a quota limiting the amount you can slaughter for sale. (Program directors may review the quota requirements.) You must stamp each wholesale cut with your permit number and place a tag on the retail cuts or meat cuts too small for stamp. (FDO 27.)

Why: These regulations are intended to help the Government assure adequate meat supplies to the armed forces and to civilians for the duration of the war, by (a) keeping a record or check of the available meat supply, (b) providing means to control black market sale of meat, and (c) facilitating the flow of meat to established trade channels, where it can be distributed properly. Your meat will do its best war job if you start it along the proper lawful channels.

2. Under the meat price program, you will grade all beef and choice veal, and stamp the grade on wholesale cuts. The grade determines the ceiling price you can legally charge consumers. (Local programs may suggest attending the USDA grading school--if one is being conducted in the county.) (MPR 355.)

Why: This grading regulation is essential to make the meat price ceilings work to keep down the cost of living, and as one additional means of preventing a black market sale of meat. Sale of meat of poor grade for the ceiling price of a better grade is both dishonest and illegal black market dealing.

The farmer who diverts meat from legal channels is robbing the armed forces. The farmer who sells meat according to law is helping to give every person his share at a fair price.

(Note: Script No. 2 and Script No. 3 may be combined in one program; if they are presented as two broadcasts, cross-references should be made in each program.)



Subjects and Messages (Continued)

SCRIPT NO. 3.

Ration Rules for Meat Sales by the Farmer

Rationing regulations for the farmer who lives on his own farm and who produces rationed meat for sale.

Message for Script No. 3.

1. As a farmer who sells farm-produced meat, always collect the proper number of red ration stamps from each customer, by removing the right number of points from Book Two. To know how many stamps to collect for each cut of meat sold, consult your trade table of point values for wholesale cuts and the consumer table of point values for sales of smaller cuts. These two tables are given to you by your County War Board when you get your slaughter permit. Farmers who need the tables can obtain them from the local War Price and Ration Board, or from the County War Boards. (RO 16, Section 10.4.)

Why: You always collect stamps for meat sold because each civilian is allotted a fair share of the meat supply through a definite number of red stamp points. The consumer who buys from you is not entitled to more meat than other civilians. Consumers who do not give up stamps for farm meat can go to city shops and buy extra quantities of meat to which they are not entitled. Millions of such transactions could seriously hamper the meat management program and curtail the meat supply for soldiers and war workers. The only principle that is fair to everybody is: Collect the right number of red ration stamps for every piece of meat sold.

2. When you sell meat to consumers, always charge no more than the ceiling prices for each cut and grade of meat. You may charge less, but not more. (MPR 355.)

Why: The reason for careful grading of meat is to be sure that you charge the right price for the particular grade of meat. Local store prices higher than ceiling prices set by your Government are illegal, and evidence of a black market in meat. Widespread violations of the ceiling prices will mean inflation with consequent loss to all farmers. Only one principle is fair to every consumer--all pay the same legal price for the same kind of meat.

3. Every month, turn in or mail in all point stamps, collected from your sales, with the proper reporting form to the local War Price and Rationing Board. This form for sending in collected stamps each month is very simple and is obtainable both from the County War Board and from your local Price and Ration Board. (OPR-2265.)

Why: You should turn in point stamps each month because that is the legal requirement for meat sales by farmers. It is evidence of your good faith in collecting ration stamps for farm sales of meat. Further, farm meat sale records provide Government authorities with necessary records of meat sales. This knowledge of the over-all changes in meat supply is information which the Meat Boards and the County War Board can use in their work. Turning in stamps for meat sales will help prevent black market dealings in meat. Turning in point stamps that you collect will help insure meat for our fighting men.

4. You can sell large pieces of meat to consumers who have too few valid stamps to give you, by accepting future point stamps from Book Two. This means that you can accept stamps which have not yet become valid. (RO 16, Amendment 22.)

Why: This is to facilitate farm sales of larger cuts and parts of animals for convenience of the farmer, and to prevent spoilage of meat which otherwise couldn't be sold in time. Waste of meat in wartime is robbing our fighting forces.

5. If you exchange meat in a meat ring, or let someone have it for return of a similar quantity later on--when you "loan" meat--or for meat to be exchanged for meat, such as beef for pork, you do not have to surrender ration stamps. However, your meat must carry a permit stamp. (RO 16, Sec. 114: FDO 27.)

Why: This is to facilitate a common farm community practice, and yet to protect the meat supply against possible abuse of meat ring exchanges.

Every consumer is entitled to a fair share of the meat supply. More than any other person, the farm producer can help to give the consumer the equal share to which he is entitled at a fair price.

Subjects and Messages (Continued)

SCRIPT No. 4

Slaughter Permit Rules for the Nonresident Farm Operator

Licensing regulations for the farm operator who produces rationed meat for sale, but who does not live on the farm.

Message for Script No. 4.

1. You need a butcher slaughter permit. You can obtain it from the County War Board, located in the county seat. (Name the place.) To obtain your quota and permit number, you must have "facilities" for slaughtering. (The local program may review quota requirements here and define "slaughtering facilities.") You cannot sell meat to others if you have no records for slaughter in 1941, but you can get a permit to slaughter for exclusive use of your own family. Before the sale of any meat, you must stamp the wholesale cuts with your permit number, properly grade all beef and choice veal, and stamp the grade on the wholesale cuts. The grade determines the price you are entitled to charge. (Local programs may refer to USDA Grading Schools.) (FDO 27.)

Why: Nonresident slaughterers are governed by the same licensing provisions as resident farm slaughterers, except that the nonresident obtains a butcher's permit only, and may not sell meat if he did not slaughter in 1941. This is to eliminate a potential black market source, to protect the legitimate farmer, and to maintain the sale of livestock in usual and legitimate trade channels in order to assure meat supply for the armed services and all civilians. Selling your meat through the established commercial channels is the best way to prevent waste and to assure our fighting men and war working civilians a fair and equal share of the meat they need for strength and health.

2. If you are registered as a livestock dealer with a permit to sell, you must keep a record of livestock sales. Penalties for falsifying records of livestock sales are as follows:
  - a. Your permit to deal in livestock may be taken away by the Director of the Food Distribution Administration. (FDO 26.)
  - b. The Director may recommend prosecution under the Criminal Code or the Second War Powers Act, involving fines up to \$10,000 and imprisonment up to 10 years, or both. (FDO 26.)

Why: Violators of war food management orders, designed to protect limited food supplies for the armed forces and for civilians in wartime, are quite properly considered and treated as lawbreakers.

3. If you violate the slaughter permit order or falsify your slaughtering records, you may be prohibited from receiving or delivering



Subjects and Messages (Continued)

meat, your permit may be taken away, and you may be prosecuted, subject to fines up to \$10,000, imprisonment up to 10 years, or both. (FDO 27.)

Why: These penalties on law violators are intended to assure adequate supplies of meat for the fighting forces and for civilians.

A black market is a blackout of patriotism--millions of small violations of the permit order can make it impossible to obtain enough meat supply for soldiers and civilians. Your permit number identifies your meat as legal meat, and makes it more certain that your food does its war job.

(Note: Programs No. 4 and No. 5 may be combined into one broadcast. If they are presented as two programs, use a cross-reference at the end of No. 4 to indicate the connection in content.)

Subjects and Messages (Continued)

SCRIPT No. 5.

Ration Rules for the Nonresident Farm Operator

Rationing and price regulations for the farmer who produces rationed meat for sale and who does not live on a farm.

Message for Script No. 5.

1. If you are a nonresident farmer slaughtering your own animals for sale, the meat price program applies to you when you sell meat, exactly as it does to the retail butcher. You will collect currently valid red ration stamps from each customer, and you will charge no more than the ceiling prices for each cut and grade of meat. (RO 16; MPR 336, 355.)

Why: You collect the right number of points for every sale of meat, to make sure that every civilian gets no more than his fair share, and to help make the meat-management program succeed in making available a fair share of meat for every civilian and every soldier. Failure to collect points permits a few selfish civilians to buy more than they are entitled to. You charge legal prices to prevent starting of black-market operations at your farm.

2. When you sell pieces of meat larger than customers have valid stamps for, you cannot as a nonresident farmer accept future point stamps from your customers for meat sold by you. (RO 16: Sec 3.2, Amendment 22.)

Why: The purpose of this provision is to protect the legitimate farmer and to block out a potential source of black-market operations. As a butcher, you report on OPA Form R-1606, and you are specifically excluded from this meat sale privilege of the farm slaughterer.

3. After you collect red ration stamps, you return all stamps once a month to the nearest local War Price and Ration Board, together with the simple report form, which you receive with your slaughter permit from the County War Board. Farmers who do not have these forms can obtain them from the local War Board, or from the nearest War Price and Ration Board. (RO 16.)

Why: This is to provide the Government with accurate records of meat sold in every county each month. It is the law that farmers who sell such meat must make these necessary monthly reports. Your monthly reports will help provide more civilians with a fair and equal share of rationed meat.

4. If you live in town and cash-rent your farm, and if your tenant slaughters animals and delivers meat derived from your livestock grown on your farm, you must exchange red ration point stamps for the meat, even though it is to be consumed by members of your family. (RO 16.)



Subjects and Messages (Continued)

Why: The farm owner can obtain meat point-free only if he consumes that meat on the farm on which the animal was slaughtered. The nonresident farm operator residing in village, city, or town surrenders ration stamps like other civilians for meat which he consumes or buys. The purpose of this regulation is to limit all civilians to the same share of meat, and to prevent possible black-market operations by nonresident city owners. The privilege of point-free home consumption is not a matter of farm ownership but of who slaughters the animals and at what place. The farm slaughterer must have fed the animal for at least 60 days, increasing its weight by a definite and required amount, and must consume the meat on the farm on which the animals are grown.

5. If you live in town and operate a farm through a hired man or on a share basis, and if you own the livestock and part of the feed, you must exchange red ration points for meat delivered to you by your tenant or hired man who slaughtered the meat, even though the meat is derived from livestock grown on your farm, and though it will be consumed by you and your family in your own home. (RO 16.)

Why: To be point-free, meat must be consumed on the premises of the farm on which it is slaughtered. Otherwise, black-market operations would be uncontrollable. No exceptions could be made to the rule that civilians who do not live on the farm must give up ration points for meat purchased or consumed off the premises of the farm on which the livestock was grown. If the town-resident farm operator were permitted to obtain meat from his farm point-free, he would have extra red ration stamps to spend in the town stores and would be able to buy red-stamp foods in excess of the ration to which he is entitled.

6. If you live on one farm and grow livestock on another which is rented or shared, you can receive meat from livestock grown on the other farm without surrender of point stamps. This applies also to tenant farmers on plantations. (OPA-2492; RO-16, Amendment 22.)

Why: The meat is consumed on the farm on which it was slaughtered. You may transfer meat from one of your farms to another without giving up ration stamps, and you may feed your help meat that has been transferred from one farm to another on which you are resident. You are considered a farm producer consuming your own meat and providing it for members of your own household, eating at a common table.

7. If you need meat and do not have a home supply, you can use future red ration stamps to buy meat for family use, provided you buy it from a farm slaughterer. For all other purchases of meat by you or your family, you may use only currently valid point stamps. (RO 16, Amendment 22.)

Subjects and Messages (Continued)

Why: Accepting future red ration stamps for sales of meat is a privilege of the farm slaughterer to prevent meat spoilage. All these regulations for the farm operator who does not live on the farm are necessary to make sure that the armed forces get the meat they need, that civilian war workers get an equal and fair share of available supply, and that certain quantities of meat may be made available to our fighting allies.

Subjects and Messages (Continued)

SCRIPT No. 6. Selling Country Butter

Rationing regulations for the farmer who sells farm-produced rationed butter.

Message for Script No. 6.

1. Farmers must collect red ration stamps for sale of butter or lard. (RO 16, Amendment 21, Sec. 10.4: OPA-2265.)

Why: Selling of country butter to consumers without collecting red ration stamps leads directly to the present widespread black market in butter and to lowering of our meat supply for civilians and armed forces. Consumers who get butter without paying out red ration stamps can spend those stamps which should have gone for butter to get more than their fair share of meat. Millions of such cases lead to a black market and loss of necessary meat for war workers. This also makes it harder for the Army to buy meat. The hard work of the farmer in increasing farm production of meat and other rationed foods for the armed forces can be nullified by wasteful and illegal black-market operations.

2. Once each month farmers who sell farm-produced butter should turn in the collected red ration stamps to the local War Price and Ration Board with a simple monthly report. This simple form is obtainable from the USDA War Board or the nearest War Price and Ration Board. The farmer who sells only butter, cheese, or lard simply reports the number of pounds of these foods sold and the number of ration points collected for the sales. The farmer who sells meat in addition uses the same report form but includes on it the amount of his farm slaughter, and the volume and point value of the meat sold. (At the end of each month, the local program can broadcast the fact that such reports are due, where to get the forms, what data to report, and where to send the reports and collected stamps.) (OPA-2265: RO 16.)

Why: Collection of ration stamps and turning them in each month to the local War Price and Ration Board is the best way the farmer has to be sure that the food he has produced becomes a part of the Nation's war food supply--and not part of the black market. Without stamp collection, there can be no fair distribution of available food among our soldiers, our civilians, and our allies. Without stamp reporting, the Government can have no adequate record of where the rationed food is going and at what rate the total supply is being used.

3. Collect the right number of points for every sale of butter. At current point value, collect from consumers 8 points per pound of butter sold in bulk units of 5 pounds or less. When you make sales in larger quantities, collect 7.9 trade points for butter. Farmer sales to wholesalers are on the same basis as to retailers--collect current valid points for each sale. (RO 16: OPA-2265.)



## Subjects and Messages (Continued)

Why: Failure to collect the total amount of points due will give some civilians more than a fair share.

4. Charge no more than the dollars-and-cents ceiling price on butter. (MPR 289, Amendment No. 13; MPR 280, Amendment 21; OPA-T-981.)

Why: Farm butter has the same price as trade creamery butter for the first time in farm history. Always in the past farm butter sold at a lower price than trade butter. The OPA ceiling price for farm butter was placed this high in order to give farmers an even break on price in a condition of short supply. This ceiling price is more than fair for farm butter, and farmers will observe this price in order to avoid illegal black-market operations.

5. The farmer who takes butterfat to a creamery and who receives back some butter in part payment must surrender ration stamps equivalent to 8 points per pound. (RO 16.)

Why: You are taking in an unrationed commodity, butterfat, and getting back from the creamery some rationed butter. The law says that whenever you receive a rationed commodity you must give up ration stamps. Every rationed commodity is earmarked to some ration stamp for which it must be exchanged in case of sale. In most cases farm people do not need all the stamps they have because they produce some of the rationed foods on their farms. It is no hardship on you to give up some of your points for rationed butter since that is the rule that is fair to everybody. Every civilian has the same limited number of points to spend each week. Further, the creamery must account to OPA with points for every pound of butter they sell or exchange. The only principle that is fair to everyone is: Give up your points for the butter you receive.

6. Those farm families that supply their own butter and lard for home consumption are requested to leave in Ration Book Two an equal total of ration stamps. (OPA-2538.)

Why: Farm families are expected to retain stamps equivalent to the point value of the farm food consumed in order to assure every civilian an equal share of limited butter and other rationed foods. Point values are fixed on the basis that farm families having a private and home supply of butter will not buy extra butter or other red stamp foods in the stores. One principle is fair to everybody: Leave in the book red stamps equal to the amount of farm-produced rationed food consumed.

7. For farmers and others who buy lard, meat, cheese, and other red-stamp rationed foods in bulk for use over long periods of time, the ration stamps can be used in advance. Application must be made

Subjects and Messages (Continued)

to the local War Price and Rationing Board, and surrender made of as many red stamps as the contemplated purchases call for, even though some series of the stamps may not become valid for weeks or months ahead. You will receive a bulk point certificate which permits you to make your quantity purchase. (RO 16.)

Why: This is for the convenience of farmers who need to store rationed foods in bulk in lockers for future use, because of distance from shopping centers or lack of transportation.

8. Farm families may eat all they need of farm-produced butter and meat, but are expected to limit purchases of rationed foods to those absolutely necessary.

Why: To make available to the armed forces and to civilians as large a supply of food as possible, in the interest of victory, and to assure every person an equal share of the food supply at a fair price.



## Subjects and Messages (Continued)

### SCRIPT NO. 7

#### Farm Consumer Buying

The rationing rules for the farmer who buys rationed goods in town and city stores.

#### Message for Script No. 7

(You may decide to make two or more successive programs of this material.)

1. Never pay more than the ceiling price; in stores, demand to see the posted ceiling prices. (GMPR, Sec. 1499.13.)

Why: The ceiling price is your protection against being overcharged. If every civilian insists on paying no more than ceiling prices, we can maintain a lower cost of living, abolish the black market, and help hold the line against inflation which would ruin the farmer.

2. Never pay less than the right number of ration stamps and points. (RO 16, RO 13.)

Why: If every civilian pays the exact number of points required by law for each item of food purchased, there can be no black market. If the point value is lowered, you are entitled to a 25 percent decrease in price below the posted ceiling. Demand this price decrease in such cases. (RO 16, Amendment 32.)

3. Destroy all recently expired stamps. (OPA-2538)

Why: So that invalid and expired consumer stamps cannot be used by storekeepers for illegal purchase of food and for black-market buying, which make it difficult to supply the armed services and civilians with sufficient food. For a month after the ration stamps expire for consumers, the stamps are still valid and usable in trade channels, and can be used in such a way that they might prevent fair distribution of food to civilians and fighting forces.

4. Check the grade posted for meat cuts and for other foods.

Why: To make sure that you are sold the right food under the right ceiling price, and that you get what you intend to buy. Do not encourage the illegal black-market practice of selling low-grade meats at high-grade prices.

5. Do not use stamps to buy additional store meat or butter if you produce all you need at home for family consumption. Do not use excess ration stamps which you have because of food produced on your farm.

Subjects and Messages (Continued)

Why: Use of excess red stamps would give you more than your fair share. For example, each civilian is entitled to a certain limited amount of meat each week. Farm people who produce all the meat they need have obtained that allotted limit; they are not entitled to take more than their fair and equal share. This is also true of home-canned fruit and country butter.

6. Limit your purchases of rationed foods, not produced on the farm, to the announced civilian ration. For example, for the farmer who produces and consumes his own meat but not butter, it is expected that he will purchase his fair share of butter, but not more than his family needs, and no additional meat, since he has more stamps than his share to spend.

Why: To use extra stamps to buy meat or butter beyond the average civilian share would be unfair buying of short supplies of butter or meat. All citizens in wartime share and share alike.

7. Do not pass around valid ration stamps, which you don't need, to friends, neighbors, absentee members of your family, storekeepers, or to any other person.

Why: Every ounce of farm-produced rationed food is earmarked with a ration stamp. For every ounce that you consume, some of your ration stamps are automatically retired from circulation, so that you are not entitled to give them away nor should you use them to buy extra supplies of meat or other food. True, these stamps are yet valid and will be honored in stores; and they are in your book, but still you are not entitled to use them. For example, every pound of meat produced in this country in 1943 is earmarked with red ration stamps. That's the way the Government figured out how each civilian would get an equal share. Every pound of livestock, once it is slaughtered and dressed to be sold or consumed as meat, has a point value on it. When the meat is consumed, the ration stamps no longer represent meat to be consumed, but they represent meat that has been consumed, a share of meat taken off the market. If used to buy meat, they are considered as being used twice--once for your farm consumption and once for the city sale. Your Government entrusted you with these stamps on this basis--either use them to buy meat that you need, or consume meat and do not use these stamps in buying at all. This must be, so that every civilian will have an equal share of the meat, and no more. This is the only way that farm meat can be used to help win the war.

If millions of farm families could give away ration stamps, you would flood this country with millions of ration stamps that are not tied to meat. This would mean that some city people would get more than their fair and equal share of meat by using extra bootleg stamps that no longer represent a share

Subjects and Messages (Continued)

of meat. At the same time our fighting men would find that they could not buy meat and in many areas our war workers would have to go without this essential food. To allow others to use your stamps after you have consumed the meat that these stamps represent is the same as cheating other people out of their equal and fair share of meat. You are not entitled to give these stamps away.



Subjects and Messages (Continued)

SCRIPT No. 8

Farm Poultry Selling

Rules for the farmer who sells poultry under price ceilings.

Message for Script No. 8

1. If you produce poultry for sale, particularly broilers and fryers, sell only to those you know to be legitimate buyers. (RMFR 269.)

Why: The black-market operator buys up poultry directly from farmers and often dresses them himself, diverting poultry from legitimate and normal processing channels. This will harm the poultry trade in the long run. Poultry farmers can protect themselves best by selling to established dealers or truckers whom they know.

2. Report all suspicious buyers to the County War Board.

Why: Legitimate buyers will not object to an investigation: this is the only way you can prevent black-market operations beginning at your farm.

3. Poultry buyers should be reported if you note the following suspicious signs:

- (1) If they offer prices above the ceiling prices.

- (2) If they pay the legal price plus a high "service fee" for crates, for loading the truck, sorting birds, and other services.

Why: Such fees never existed before and are used solely to evade the law and to "outbid" legitimate buyers. Why does any buyer offer you higher than ceiling prices for poultry or livestock or meat? Or unusual fees for unusual services? You know why. He knows that he cannot get meat or poultry in any other way. You know he is a black-market buyer. He is diverting meat from regular legitimate channels into black-market operations which waste valuable hides and byproducts. He diverts your poultry and meat from fair distribution to special markets so that those who need it most -- our armed forces and civilian war workers -- won't get the meat they must have. Some city people get more than their fair and equal share of food that your farm produced. Your meat and poultry are sold at illegal prices all along the line and you have a black-market operation, beginning right at your farm. That connects up with what happens when you go to city stores and have to pay more than legal ceiling prices. If you pay more than the ceiling price for meat, for example, the storekeeper also paid above the ceiling price for wholesale cuts of meat, or he is cheating you and profiteering out of this war. His wholesaler paid illegal prices for this meat.

Subjects and Messages (Continued)

(Poultry) 269.

And you can trace that meat all the way back to the illegal price paid to the livestock producer. In the same way, when you buy or sell poultry or other farm foods above the ceiling prices, you are helping the black marketeer to divert poultry from the normal trade channels, and you are helping to cheat some person of food to which he is entitled. Poultry is shipped to wherever sky-high prices exist, outside of regular channels of distribution. That means that in many parts of this country soldiers and civilians are denied their equal share of meat at a fair price. No farmer who wants his food to do a war job will ever buy or sell poultry or any other farm-produced food above legal price, for this permits the city chiseler and black marketeer to destroy the war use of our food supply. And after all, why are we farmers working so hard? To win this war with our food as a weapon or to waste our food and line the pockets of a war profiteer?

4. Charge no more than ceiling prices--the maximum price established for the nearest town, village, or city. (MPR 269.)

Why: This is the law. Now all buyers have the same ceiling at the same point so that there is no reason for misunderstanding. This is due to the f.o.b. pricing for sales of live poultry at country shipping points.

(Local programs near cities having the "market-basket plan" for community prices on poultry may point this out, and review the retail prices for the four shippers' classes of poultry.)

5. If anyone offers you more than \_\_\_\_\_ cents per pound for live poultry, and \_\_\_\_\_ cents per pound for dressed poultry and \_\_\_\_\_ cents per pound for drawn, mark him down as a black marketeer and refuse to sell above these ceiling prices.

Why: These are the legal prices for live, dressed, and drawn poultry.

(Note: The local program director will have to check the correct local ceilings with the County War Board or the War Price and Rationing Board.)

Unless the farmer enforces the legal ceiling price at the farm level, poultry is diverted from normal trade channels into black-market channels. This results in making less food available to civilians to supplement the limited supply of meat. Those who need the food most do not get it, and some get more than their fair share.



Subjects and Messages (Continued)

6. As a poultry seller, if you violate the price ceiling orders, you are subject to a fine of \$5,000, a year in prison, or both.

Why: The Government regards farm food production as essential to winning the war, and those who violate necessary price ceiling orders as lawbreakers. Abiding by price ceilings is necessary to fair sharing, because sales above ceilings are usually designed to give someone more than his share.

## Subjects and Messages (Continued)

SCRIPT NO. 9

### Farm Sale of Home Canned Goods

Rationing rules for the farmer (who needs extra sugar for home cannine), and who sells home-canned goods.

#### Message for Script No. 9

(You may wish to extend this to two programs.)

1. If you intend to can food at home for sale, you must: (RO 13, Amendment 27)
  - (1) Register with the War Price and Ration Board as a seller of home-canned goods.
  - (2) Apply to the board for the sugar needed in putting up the fruit to be sold.
  - (3) Obtain any amount of sugar specified as needed up to 250 pounds with the provision that fruit canned with sugar must be put up at the rate of 1 pound of sugar for 4 quarts or 8 pounds of finished canned fruit.
  - (4) Account to the local War Price and Ration Board at the rate of 32 points (4 quarts) per pound of sugar after sale of the canned food, by turning in to the board 32 points in stamps collected for every 4 quarts sold.
  - (5) When you sell home-canned fruits and vegetables, collect the special point price of 8 points per quart. This is not the specific point value assigned to commercially processed foods, for each kind and container weight. It is a special point price set up for farm sales and easy to remember. (The local program may review here the OPA definition of "home-canned" for farm homes, OPA-2489.)

Why: This special point price, giving the buyers three times as much canned foods as when they buy commercially canned foods, was established as an incentive to the city buyer to come to the farm for canned fruits and vegetables in 1943. This gives the farm wife a larger market of city consumers. You collect 8 points for every quart you sell, so that city people will not have extra stamps to buy more than their share of the commercial pack. The purpose is to give every person an equal share, but to relieve the demand on the commercial pack of canned fruits and vegetables. The incentive is set up so that every city buyer can obtain three times as much canned food at the farm as he can obtain in city markets, but he must give up ration stamps, so that no one will get more than his equal and fair share.

## Subjects and Messages (Continued)

2. If you wish to use commercial canning facilities to provide food principally for your own use, you may do so, and acquire your canned goods back point-free, up to 100 quarts per person in your family, provided you have grown your own fruits and vegetables, and supply all necessary ingredients for canning, including sugar when it is needed. (RO 13, Amendment 27, Sec. 26.5)

Why: For convenience of farm families who require this method of conserving the Nation's food supply.

3. For sugar for home canning, you can use ration stamps numbered 15 and 16 in Book One, each good for 5 pounds of sugar per person. You do not need to apply to local boards for these sugar coupons; merely buy from the retailer an amount of sugar equal to 10 pounds per person in your family if you need it for canning, and hand in the right stamps. (OPA-2588: RO 3, Amendment 63.)

Why: To relieve local boards of unnecessary loads of work, since relatively few families will require more than 10 pounds of sugar per person for home canning.

4. If your family is an exceptional case, so as to require more than 10 pounds of canning sugar, obtainable through stamps 15 and 16, you can apply for an additional allotment at the local War Price and Ration Board. (Here, local programs may review the content of the application: OPA-2588.) The total amount of sugar any one person may have is 25 pounds per person for both canning and preserving, only 5 of which can be used for preserving. (RO 3, Amendment 59.)

Why: These limitations on sugar buying for home canning are made because of the scarcity of sugar. You are allowed more sugar this year (5 pounds) for preserves, jams, and jellies, to conserve the use of butter, but you are limited to 5 pounds to conserve use of sugar. Most farm families won't need nearly as much as 25 pounds per person for canning. No one will want to get more than the least amount needed for putting up fruit. The ration board has the double job of helping you save as much fruit as possible and helping the country conserve sugar under the present scarcity conditions.

5. Here's how to get additional sugar for home canning. (RO 3, Amendment 59.)

- (1) Apply in writing to your local Ration Board telling how many quarts or pounds of canned fruit you intend to put up from fresh fruit.
- (2) State in writing the amount of sugar you intend to use for jams, jellies, preserves, marmalade, and so on.
- (3) Take your written application to the local War Price and Ration Board with your War Ration Book One or mail it along with your



## Subjects and Messages (Continued)

War Ration Book One. If you forget to bring your War Ration Book One, you will not be considered for sugar until you present the book.

- (4) The board may request other facts:
  - (a) Whether you are going to put up your own fruit or buy fruit.
  - (b) How much fruit you canned last year.
  - (c) About canning equipment you have on hand.
- (5) The board will consider your application and give you sugar-allowance coupons with values of 1, 3, 5, or 10 pounds, and return your War Ration Book One to you.
- (6) To make out your application properly, you must have a canning plan in advance to give the right amounts of canned and preserved fruit.
  - (a) You need to know how much a bushel or peck of each different fruit weighs, and how much fruit will make a quart when canned. (Local programs can recommend the USDA leaflet, Wartime Canning of Fruits and Vegetables.)

Why: This procedure is designed to save fruit for farm home use and for sale, to conserve the short sugar supply, and to spare rationed commercially processed stocks.

7. For home-canned nonacid vegetables and meats, several farm families can plan to use a pressure cooker jointly. Apply to the County Farm Rationing Committee at \_\_\_\_\_ if you want a certificate to purchase a pressure cooker and know where one can be purchased. You must have a certificate to buy rationed cookers, and you have a better chance to get a certificate if several farm families in a community apply for joint use of the cooker. (USDA-2143-43: War Board Memo. 297.)

Why: Though 150,000 pressure cookers, twice as many as were made last year, have been authorized by WPB at the request of the Department of Agriculture, the demand exceeds the supply, so that community or group use of cookers is necessary.

8. If you home-can all the fruit you need for family consumption, you are expected to refrain from using all your blue stamps in Book Two to buy commercially processed fruits and vegetables. Do not use excess ration stamps equal in points to the home-canned food you consume.

Why: Use of excess blue stamps would give you more than your allotted and fair share of the limited canned food supply. Point values for civilian buying of processed foods are determined on the

Subjects and Messages (Continued)

basis of the supply, with the expectation that many farm families will produce their own canned food. When you consume all the canned food you need, you have obtained your share and allotted limit. You are expected to leave the commercially canned foods for civilians who have no other source of supply.



## PROGRAM SUGGESTIONS

As suggestions for adapting this material to local broadcasting conditions, following are different types of program presentation, which you may be able to use in certain local broadcasts:

### FOR SHORT PROGRAMS

- (1) Straight Commentator Talk.
- (2) Commentator and Announcer. When the local announcer is available, he can be used to ask questions in an interview with the commentator.
- (3) Novelty Talk--DID YOU KNOW?

You may be able to use an adaptation of a successful radio novelty available for local broadcasts--DID YOU KNOW? It involves use of studio chimes if available or some other struck gong, manipulated by the announcer or commentator between comments. Following is the beginning of such a script, to illustrate adaptation of this form to local broadcasts.

#### Illustrative Sample for Did You Know--

COMMENTATOR: DID YOU KNOW?--

SOUND: ONE STROKE ON STUDIO CHIMES OR GONG.

COMMENTATOR: If you dress your own animals for farm home consumption you do not need a slaughtering license?

And DID YOU KNOW --

SOUND: ONE STROKE OF GONG

COMMENTATOR: When a butcher slaughters animals for you on your farm, you do not need to surrender ration stamps for the dressed meat?

NOTE: The script continues similarly for each of the questions of fact within the subject of the script. The commentator may add pertinent comments on any one of the DID YOU KNOW statements.

Caution: At the close, summarize the message.

- (4) Q. and A., using studio announcer, if available, presented as a farm home quiz.

You may divide your material into questions which farmers of the type discussed naturally ask about this subject. The station announcer states the question, and the commentator gives the answer. Obtain audience participation by suggesting that the listener write out the answers as the question is asked, and check how they score on a farm home quiz.

## Program Suggestions (Continued)

### FOR LONGER PROGRAMS

Note: If local time permits and if you have available farm people to take part in the broadcasts, you may profitably expand the material in the script for longer programs other than straight talks or commentator variations, by using other types of programs which will make your show more interesting, but which require more care, planning, and rehearsal in production.

#### (5) Interview, with farmer participation.

Use representative farm people, such as the farmer in No. 1 script who dresses his own meat for family use only.

The farmer can ask the questions and state his farm situation as he does so to help the audience visualize the show; the commentator and the farmer can comment upon some or each of the regulations as they are stated. These broadcasts can take two general forms:

1. You may interview the farmer as to what he does, and then give him the rule: or he may ask questions which you answer.
2. You may bring in a Ration or War Board expert, or both, or other expert, to be interviewed by the farmer and to give answers. The presence of the local farmer asking questions will make your program more interesting and real for your farm audience, who can then picture themselves in the same situation, and who have a natural interest in neighbors asking questions.

#### (6) Expert Panel (and Farmer).

1. Build your broadcast around the expert panel consisting of those who know the regulations and farm conditions of the county, such as representatives of the County War Board and the Local War Price and Ration Board, and one other, making three members.
  - a. They can answer questions put by you, as program director.
  - b. They can answer questions asked by the farmer if one is available, and put by you to the right member of the panel.

#### (7) Quiz Contest Programs: Farmers vs. farm wives; farmers vs. townsmen; farm wives vs. city wives; War Board experts answering license questions vs. Ration Board experts answering ration questions.

## Program Suggestions (Continued)

1. Experts vs. experts. May be conducted like Information, Please!-- with the farm radio program director acting as master of ceremonies and summarizing the answers.
  2. The quiz contest can be conducted by the commentator putting questions alternately to members of the competing teams, and following each answer with a comment and summary of the rule.
- (8) Ration Forums: Discussion by experts or farmers as to which rules apply, particularly for questions like "Self-Rationing."
1. Four or five representative farmers could discuss the home-slaughter situation, and after hearing the rule in each case stated by the program director, discuss it or pass on to the next question.
    - a. Care must be taken to (1) cover all the questions; (2) stop discussion of any one question when the answer is clear; (3) state the answer after each question is discussed; (4) state the next question clearly for the audience and participants; and (5) to summarize the rules for each question at the end of the program.
  2. Similarly, the discussion could be held by the experts--including county agent, home demonstration agent, meat committeeman, who know local farm conditions.
    - a. In addition to answering the questions, those who know the general food program and county-wide farm conditions can profitably discuss also when pertinent:
      - (1) County-wide conditions relative to understanding of rationing and licensing program: Do most farmers understand the rule in question?
      - (2) Relation of the rule discussed to the national food supply and management program: Very brief comment, but pertinent to such questions as self-rationing.
      - (3) Illustrative stories of typical farmers.



- 30 -  
REFERENCES

Slaughter Permit Order	Food Distribution Order No. 27
Meats and Fats Ration Order	OPA Ration Order No. 16: GRO 5 OPA 2492: 1951: T-784, T-862. OPA WFA
Meat Restriction Order No. 1 (April 1); Amendment (May 27)	
Livestock Dealer Permit Order	Food Distribution Order No. 26
Slaughterer License	Food Distribution Order No. 27
Wholesale Ceiling Prices on Meat	MPR 169, 148, 239; Ration Order 16
Retail Ceiling Prices on Meat Beef, Veal, and Lamb Retail Ceilings	MPR 336, 355 OPA-2123, OPA-2124 OPA--2200
Custom Curing, Point-free	OPA-2508
Sugar for home canning	OPA-2245
County Farm Rationing Committees	WB Memo 297, Machinery Rationing 8 1; USDA Press Release 2143-43
Book VII. The Campaign Against Black Markets in Meats	OWI-USDA-OPA -- March 1943
Supplement to Book VII Black Markets in Meat Black Markets in Butter Black Markets in Poultry	Campaign Handbook OWI-USDA-OPA -- May 1943
Book VIII. Information Program for the Rationing of Meats and Fats	OWI-USDA-OPA
Information Program for Point Rationing of Canned and Processed Foods (January 1943)	OWI-USDA-OPA
Food Distribution Order No. 27.1 Monthly Reports (May 27)	WFA